



Google Remarketing

With Google Remarketing, you can place advertisements in the Google display network. Your ads can appear when Internet users who have previously visited your website subsequently surf to a website in the Google Display Network. A cookie is set for Internet users when they visit your website, which makes it possible to recognize them later. By addressing users again, you remain in their memory for longer and can spread your advertising message sustainably. The display of your advertisement is free of charge for you. Costs are only incurred when the user clicks on the ad to visit your website again.

Google Remarketing service description

1. Services included in the service fee:

- ★ Provision of a Google remarketing tag (cookie)
- ★ Creation of relevant Google remarketing lists
- ★ Optional for an extra charge:
 - Creation of a static banner set according to the technical specifications for Online banner formats incl. 2 change loops
 - Creation of an HTML5 banner set according to the technical specifications for Online banner formats incl. 2 change loops
 - Data check for advertising material delivery by customers per banner set or asset set
- ★ Creation of Google Responsive Ads (upon delivery of necessary assets)
- ★ Consideration of change requests (max. 3 change loops)

2. Services included in the advertising budget and agency commission:

- ★ Placing your ads on websites in the Google display network
- ★ Targeting the campaign to Internet users who have already been to your website

The following types of costs will be invoiced as listed:

- Service fee: one-time fee after completion of the campaign briefing

- Advertising budget: monthly from the start of the campaign (pro-rated in the starting month, if applicable)

Status 01/2024

- ★ Personal contact person
 - ★ Campaign management by certified Google Ads managers
 - ★ Permanent monitoring of campaign performance
 - ★ Regular optimization of the campaign with regard to the advertising objective
 - ★ Changes to the campaign orientation as required
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The number of impressions, clicks and contact requests may vary and cannot be guaranteed. There is no guarantee of permanent delivery or fixed positioning in the Google search network.

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